

File 256:SoftBase:Reviews,Companies&Prods. 85-2000/Jul

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File 278:Microcomputer Software Guide 2000/Aug

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Set	Items	Description
S1	1849	(INTERNET? OR WWW OR WORLD?(N2)WEB? OR ONLINE? OR ON()LINE- ?) (N4) (SHOP? OR ORDER? OR PURCHAS? OR SALE? OR PRODUCT?(N2)- SELECT?)
S2	82	(ALTERNATIV? OR ALTERNAT? OR ANOTHER? OR SECOND? OR SUBSTI- TUT?) (N8) ((INTERNET? OR WEB? OR ONLINE? OR ON()LINE? OR RETA- IL?) (N5) (SOURCE? OR STORE? OR PAGE? OR WEBSITE?))
S3	1729	(RELAT? OR SIMILAR? OR CORRELAT? OR SUGGEST?(N2)ANOTHER? OR REPLAC? OR SUGGEST?) (N5) (ITEM? OR PRODUCT? OR MERCHANDIS? - OR GOOD? OR WARE?)
S4	0	S1 AND S2 AND S3
S5	0	S1(S2)S2(S)S3
S6	8	S1 AND S2
S7	42	S1 AND S3
S8	2	S7 AND ((BILL? OR PAY? OR PURCHAS?) (N4) (INFORMATION? OR - DATA))

6/7/1 (Item 1 from file: 256)
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00122181 DOCUMENT TYPE: Review

PRODUCT NAMES: Advertising (830992); Internet Marketing (835552)

TITLE: Banner ads influencing on- line shopping: report
AUTHOR: Lahey, Liam
SOURCE: Computerworld Canada, v16 n1 p3(1) Jan 14, 2000
ISSN: 1484-9089
HOMEPAGE: <http://www.lti.on.ca>

RECORD TYPE: Review
REVIEW TYPE: Product Analysis
GRADE: Product Analysis, No Rating

Research by Andersen Consulting in New York has found that Web banner ads influence most **online shopping**. In fact, the study showed that such ads encouraged 25 percent of experienced Web users to try **online shopping** in the past year, despite reports that click-through ratios have dropped. However, other analysts think that other factors account for the increase in **online shopping**, such as advertising in all forms of media and a growing interest in the Web. In addition, a study done by Internetstocks.com shows that 34.2 percent of **Web** users said that an **alternative source**, such as a friend's recommendation, encouraged them to **shop online**, compared to 31.8 percent who were influenced by Web advertising.

REVISION DATE: 20000430

6/7/2 (Item 2 from file: 256)
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00121478 DOCUMENT TYPE: Review

PRODUCT NAMES: Retailers (830308); Internet Shopping (840432)

TITLE: Bricks for Branding: Want to stretch your Web marketing dollars..
AUTHOR: Hodges, Jane
SOURCE: Business 2.0, p95(3) Feb 2000
ISSN: 1080-2681
HOMEPAGE: <http://www.business2.com>

RECORD TYPE: Review
REVIEW TYPE: Product Analysis
GRADE: Product Analysis, No Rating

Marla Malcolm of high-end online cosmetic retailer Bluemercury.com says brick-and-mortar stores are valuable 'customer laboratories' that spawn new ideas for Web marketing. Gazoontite.com and BMBid also built or bought elegant physical outlets, and executives from all three companies say the stores assist in marketing an online brand, but the emphasis is not on brick-and-mortar sales. Gazoontite, a seller of hypo-allergenic home products and gifts, opened a brick-and-mortar **store** the same day that its **Web** site was launched and has since added **another** store, with up to seven brick-and-mortar stores planned by the end of 2000. The founder and president of Gazoontite says he rates his stores' performance based on how well they drive traffic to the Web and how effective they are at lowering customer-acquisition costs. GMBid.com, a high-end auctioneer, has a 10,000-square-foot Beverly Hills showroom that opened concurrently with a Web site launch. Traffic to the store comes from tourists who want to see the elegant and valuable goods that are up for auction online. Other sites with clicks-and-mortar arrangements are described, including C-Tribe, a

group-buying site; Daily Shopper, a local shopping site; Shoppinglist.com, which facilitates bargain hunting in major cities; and CVS and Petopia.

REVISION DATE: 20000330

6/7/3 (Item 3 from file: 256)

DIALOG(R) File 256:SoftBase:Reviews,Companies&Prods.
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00120879 DOCUMENT TYPE: Review

PRODUCT NAMES: Retailers (830308); Internet Marketing (835552)

TITLE: Payback Time: Traditional Retailers Are Starting to Barrel onto...

AUTHOR: Andrews, Whit

SOURCE: Internet World, v6 n1 p31(2) Jan 1, 2000

ISSN: 1097-8291

HOME PAGE: <http://www.iw.com>

RECORD TYPE: Review

REVIEW TYPE: Product Analysis

GRADE: Product Analysis, No Rating

Many brick-and-mortar retailers will be selling online in 2000, and the millions of dollars spent on marketing by strictly online retailers will be put to the test as conventional **storefronts** and catalog **sales** companies go **online**. Maidenform regards direct online retail as just **another** opportunity for growth and another place where Maidenform shoppers can spend their money. An executive says the Web site is similar to a virtual outlet, while Maidenform's physical outlet brings in 25 percent of the company's revenues and a somewhat higher percentage of profits. Direct sales via the Web, in contrast to retailers' sales of Maidenform goods over the Internet, will expand Maidenform's overall sales strategy but is not likely to go much higher than about 10 percent of all company **sales**. However, being on the **Internet** is a critical factor to Maidenform's future success since the Web site increases access to Maidenform's products and marketing for customers. To optimize Internet exposure, Maidenform recently began an affiliate program and may also offer Web coupons for use at online retailers and real-world stores. An analyst says that, in 2000, retailers will be looking at integration with back-end processing as a strategic benefit in terms of sales figures. Many customers during the holiday shopping season, for example, want to be able to **order online** and pick up or return products at the store.

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6/7/4 (Item 4 from file: 256)

DIALOG(R) File 256:SoftBase:Reviews,Companies&Prods.
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00119069 DOCUMENT TYPE: Review

PRODUCT NAMES: Java (573744); Jini (715069); Chai (758264)

TITLE: E-commerce: Chapter 2

AUTHOR: Keen, Peter G W

SOURCE: Computerworld, v33 n37 p48(1) Sep 13, 1999

ISSN: 0010-4841

HOME PAGE: <http://www.computerworld.com>

RECORD TYPE: Review

REVIEW TYPE: Product Analysis

GRADE: Product Analysis, No Rating

Sun Microsystems' Jini and Java and Hewlett-Packard's Chai are highlighted in a brief discussion of the second phase of e-commerce expansion, whose

business models are evolving technology. The first phase leveraged three technologies innovations: the Web browser, hypertext, and Internet Protocol networks. C++ and Java formed the basis for front-end applications, and application programming interfaces (APIs) linked back end databases and systems. These components provided **storefront** and **shopping** support **online**. However, the model of the **second** phase is based on a dynamic agent approach that allows personalization of advertising, sales, and service, as well as portal sites that allow members of particular industries to interact effectively online. The Web has become a market of closely linked supply chains, and relies on industry portals that are meeting places and resources for parties interested in developing custom strategies. Companies have customized front ends for online business services, and can interact directly with other companies using software, catalogs, APIs, and links to legacy systems and databases. This new business model requires a new collection of technologies such as Jini, for connecting hardware devices via IP, and Chai, a new Java-based development language.

REVISION DATE: 20000430

6/7/5 (Item 5 from file: 256)

DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.
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00114053 DOCUMENT TYPE: Review

PRODUCT NAMES: Company - Open Market Inc (861553); Company - Lycos Inc (864285)

TITLE: With Assist From Open Market, Lycos Enters Commerce Game

AUTHOR: Roberts, Bill

SOURCE: Internet World, v5 n5 p6(1) Feb 8, 1999

ISSN: 1097-8291

HOME PAGE: <http://www.iw.com>

RECORD TYPE: Review

REVIEW TYPE: Company

Open Market and Lycos recently inked a deal that could move Lycos into the commerce business, where Yahoo! has a large lead. Lycos and Open Market will split revenue created from an e-commerce network that Lycos will build using Open Market's technologies. However, negotiations are still in the initial stage, and Lycos was unwilling to talk about pricing. Yahoo! **Store**, however, has been on the **Internet** for years in one form or **another**, and provides a straightforward pricing plan of \$100 to \$300 per month to host merchants. Analysts content that Lycos' strategy is very sensible since Lycos gets an upbeat partner, does not have to make an up-front payment, and could build a network of 6,000 merchants that currently use Open Market's ShopSite storebuilding software. One analyst notes that this method allows Lycos to find out cheaply if e-commerce is right for the company. If not, they have not gone ahead with an acquisition that may turn out to be strategically off-base. Yahoo! began the trend in June 1998 by jumping into e-commerce feet first by purchasing Viaweb. Yahoo! now has an **online** mall with 3,000 **shops** and will buy GeoCities for \$5 billion in stock, which gives Yahoo! even more opportunity to host online business.

REVISION DATE: 19990330

6/7/6 (Item 6 from file: 256)

DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.
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00113782 DOCUMENT TYPE: Review

PRODUCT NAMES: Internet Marketing (835552); Software Marketing (833959)

TITLE: The New-Age Trojan Horse: E-Sales Threaten Surmise Attack
AUTHOR: Kenedy, Kristin Ricadela, Aaron
SOURCE: Computer Retail Week, v222 p1(2) Oct 12, 1998
ISSN: 1066-7598
HOME PAGE: <http://www.crw.com>

RECORD TYPE: Review
REVIEW TYPE: Product Analysis
GRADE: Product Analysis, No Rating

Several companies, including Learning Company and Network Associates, have a vision of direct **online sales** and versionless software. Network Associates, for example, hopes to be able to offer only one SKU of its McAfee system maintenance and antivirus package on retail shelves, then ask customers to visit its Web site regularly to download additional functions as they become available. This model uses a retail sale to propel broader direct **sales** over the Web. **Online shopping** provides a greater level of convenience, but these strategies may represent a threat to traditional **retail stores**, where customers would have to make a **second** trip to pick up additional titles or upgrade packages. The Learning Company and Network Associates are not alone in their desire to use the Internet as a direct channel of distribution; Hewlett-Packard and Microsoft also plan to launch World Wide Web stores. The Learning Company is also pursuing other initiatives to enhance its online store and direct relationships with customers. The plans include a series of edutainment titles that could be upgraded over the Internet to the next grade level. Parents would also be able to download individual activity upgrades. The company also plans to add encrypted programs to its standard CD-ROM titles that could be unlocked after a credit card payment.

REVISION DATE: 19990330

6/7/7 (Item 7 from file: 256)
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00107853 DOCUMENT TYPE: Review

PRODUCT NAMES: Company - ServiceSoft Corp (Canada) (865737)

TITLE: Delrina founder out to change how the Web works
AUTHOR: Meckbach, Greg
SOURCE: Computing Canada, v24 n5 p4(1) Feb 9, 1998
ISSN: 0319-0161
HOME PAGE: <http://www.plesman.com/cc>

RECORD TYPE: Review
REVIEW TYPE: Company

Mark Skapinker, head of Delrina from its inception until its buyout by Symantec, is now CEO of Balisoft Technologies, an electronic commerce software vendor that wants to change the nature of electronic commerce. Skapinker acknowledges the limitations and problems of electronic commerce. Many Internet vendors are finding it difficult to close **sales online**, and he sees the lack of human contact as a major factor. Skapinker's new product, LiveContact, addresses this lack. Customers are often reluctant to close a credit card **sale** over the **Internet**, preferring to interact with a human for finalizing a **purchase**. LiveContact will use several **Internet** functions, including chat, which will allow a company's customer service representatives to show customers **Web pages**, brochures, and multimedia information during a live call. **Another** major feature is Internet telephony. LiveContact has three components. The user client is downloadable free by consumers. Other components include the CSR (customer service representative) client and the server. The server can be hosted either directly by the merchant or by Balisoft. Future plans for LiveContact include videoconferencing support and the ability to allow companies to integrate the product with call centers.

REVISION DATE: 19990000

6/7/8 (Item 8 from file: 256)
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00102223 DOCUMENT TYPE: Review

PRODUCT NAMES: Music (830917); Internet (833029)

TITLE: Finding Music on the Web: Part 2
AUTHOR: Jacso, Peter
SOURCE: Information Today, v14 n6 p42(3) Jun 1997
ISSN: 8755-6286
HOMEPAGE: <http://www.infotoday.com>

RECORD TYPE: Review
REVIEW TYPE: Product Analysis
GRADE: Product Analysis, No Rating

The search engines of World Wide Web databases from SilverPlatter, IAC, Ovid, EBSCO, UMI, and other databases have to be used to retrieve bibliographic records for music clips and sound bites on the Web. Music databases include millions of music clips, especially in the databases created by **online music stores**. The clips are usually about 30 **seconds** long, but searchers can determine even from such short samples whether or not they want to buy the CD or if they want to hear clips from a particular artist's publicized album. Browsable lists are generally the most basic tools and the only ones useful for finding an album or an artist. However, it is only helpful for smaller collections because scrolling to the end of the alphabet to find a particular performer can be slow. Users can also use one-criterion searching; the search data can be either a performer, album title, or song title. This method falls short if the artist has released many albums. Single-criterion search engines include World Wide Music, Music Boulevard, and CDNow. Many **online music shops** now provide multiple-criteria templates, including World Wide Music, which, for example, allows users to search by an instrument to find the names of instrumentalists who have made recordings that feature the instrument.

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8/7/1 (Item 1 from file: 256)
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01670634 DOCUMENT TYPE: Product

PRODUCT NAME: OrderManager 3.0 (670634)

SpaceWorks Inc (634433)
51 Monroe St
Rockville, MD 20850-2421 United States
TELEPHONE: (301) 251-4136

RECORD TYPE: Directory

CONTACT: Sales Department

OrderManager 3.0 is an electronic commerce application that turns a corporation's order processing, management and fulfillment operations into an electronic ordering channel that directly links supply chain partners to information in back-end systems over the Internet, intranets or extranets. It provides large enterprises across any industry segment with faster and more efficient order processing, lower transaction costs, reduced or eliminated paperwork and increased productivity. Features include: (1) a fully-searchable, multimedia product catalog; (2) enhanced searching

capabilities that support multi-parametric searching; secure, real-time product inventory availability; (4) order approval functionality; (5) immediate reseller-specific pricing; (6) real-time **product** allocation; (7) cross-marketing of **related products** and cross-sell links to **related** or complementary **products**; (8) multiple shipping/delivery options including drop shipments; (9) real-time status of previously-placed orders; (10) instant links to UPS and Fed Ex Web-based tracking systems; and (11) up-to-date summary of customer sales and accounts **payable information**. Functions include: (1) powerful and customizable GUI; (2) proven back-end systems integration; (3) comprehensive user enrollment and registration; (4) secure order entry and submission; (5) multiple payment options; and (6) easy-to-use account and operations administration.

REVISION DATE: 981222

8/7/2 (Item 2 from file: 256)
DIALOG(R) File 256:SoftBase:Reviews,Companies&Prods.
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00080677 DOCUMENT TYPE: Review

PRODUCT NAMES: Data Warehouses (834289)

TITLE: IS leads RDBMS vendors to warehouses
AUTHOR: Parsons, Michael
SOURCE: InfoWorld, v17 n27 p25(1) Jul 3, 1995
ISSN: 0199-6649
HOMEPAGE: <http://www.infoworld.com>

RECORD TYPE: Review
REVIEW TYPE: Product Analysis
GRADE: Product Analysis, No Rating

Information Systems groups are leading the way to better business decision-making by recommending use of data **warehouses**. Developers of **relational** database management systems (RDBMSs) want to have a say in the matter, as organizations try to give users better access to data. Data warehouses provide a logical path to better data access, providing repositories of corporate information, including relational tables, encapsulated business rules, documents, maps, and video clips. Tools move data in and out of the warehouse, clean and manage data, and provide powerful, multidimensional query tools for helping users glean meaning from **data**. For example, Oracle recently **purchased** the Express On -Line Transaction Processing (OLTP) tool suite, and competitors Sybase, Informix Software, and Computer Associates International are also adding warehouse features to their product lines.

REVISION DATE: 19980330

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